

FOR IMMEDIATE RELEASE

November 2, 2007

**MCCURTAIN COUNTY ANNOUNCES “ COZY FIREPLACE” DISCOUNTED
WINTER RATES FOR NORTH TEXAS RESIDENTS**

Save Up To 25% On Rental Rates in December & January

BROKEN BOW, OK November 2, 2007 – Tourism is up nearly 40% in Southeast Oklahoma, primarily due to North Texans. To say thank you and welcome back, most McCurtain County lodging operators have lowered their winter rates up to 25%. * We call it our “cozy fireplace” discount.

In McCurtain County – the Beavers Bend State Park area - your weekend getaway can include almost any kind of lodging you prefer--from a rustic cottage or “fisherman’s retreat” to modern motels to elegantly appointed log cabins nestled in the towering pines, as well as unique bed & breakfasts and luxury resorts.

Charity O’Donnell, Executive Director, McCurtain County Tourism Authority said, “It has been a great year and we want to thank all of our north Texas friends. December and January is the perfect time of year for you and that special loved one to snuggle in front of a warm, cozy fireplace and just get away from work, traffic and the hectic big city life. Here in the Kiamichi Mountains, the two of you can enjoy complete relaxation and the solitude of deep mountain lakes and piney woods. It’s a very peaceful and romantic environment.

“If you absolutely must have some outdoor activity, it is right out your back door. In McCurtain County, you can hike, bike, watch Bald Eagles, golf, horseback ride, take an ATV adventure and, of course, fish Oklahoma’s best trout stream. And it is all less than a 3-hour drive from the Dallas-Fort Worth area.”

LIFE Magazine named McCurtain County’s Beavers Bend as one of the “100 Places To See In Your Lifetime” and The Dallas Observer voted McCurtain County the “Best Getaway from Dallas.” Discover McCurtain County...it’s Southeast Oklahoma’s little piece of paradise.

To make reservations and take advantage of our winter “cozy fireplace” rental rates. Visit our website at <http://www.mccurtaincountygetaways.com/> Or call 800-528-7337.

* Winter rates vary per lodging operator. Most operators have lowered their winter

rates up to 25% off their spring/summer rates. See web site for list and rates.

About McCurtain County -

McCurtain County in Southeast Oklahoma's Beavers Bend State Park area is the perfect vacation destination for a weekend getaway or family vacation. It has all the best in natural beauty highlighted by deep mountain lakes, National Forests, an abundance of wildlife, whitewater adventures, the state's best trout fishing and lodging in peaceful surroundings. McCurtain County is an easy 2 ½ to 4-hour drive from Dallas, Fort Worth, Oklahoma City, Tulsa, Tyler, Little Rock and Shreveport.

For More Information, Contact:

Jim Drewitz, Public Relations

Creative Options Communications

830-669-2466 / jim@jdcreativeoptions.com

-END-